

Message Text

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ACTION EA-10

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TO USDOC WASHDC PRIORITY
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UNCLAS MANILA 1797

USDOC FOR OIM/BIC SONNE

SINGAPORE FOR LEONARD

E.O. 11652: N/A

TAGS: BEXP, RP

SUBJ: PROCESS CONTROLS USA -- MARKET PROMOTION CONTRACT

1. FIVE PUBLIC RELATIONS AGENCIES WERE INVITED TO MPC BIDDERS MEETING ON FEBRUARY 5 BUT ONLY TWO ATTENDED -- ADVERTISING AND MARKETING ASSOCIATES, AND LEXINGTON INTERNATIONAL (A SUBSIDIARY OF J.W. THOMPSON).
 2. SEALED BIDS WERE SUBMITTED BY THE ABOVE TWO AT 1000 HOURS ON FEBRUARY 10 AND OPENED IN PRESENCE OF REPRESENTATIVE OF ADVERTISING AND MARKETING ASSOCIATES, USEM, DUSEM, POST CONTRACTING OFFICER, AND COMATT. AMA SUBMITTED BID OF P22,660 FOR AGENCY FEE, WHILE LEXINGTON WAS P18,000. ONE DOLLAR EQUALS P7.
 3. REIMBURSABLES VARIED LITTLE, AND MAIN ITEM -- PRINTING -- IS BEING ARRANGED THROUGH USIA REGIONAL SERVICE CENTER.
 4. LEXINGTON PRESENTED NOT ONLY LOWEST BID BUT ALSO COMPREHENSIVE PROMOTIONAL PLAN WHICH CAN PUT INTO ACTION ONCE CONTRACT SIGNED. LEXINGTON HAS ALSO BEEN MARKET PROMOTION FIRM FOR AUSTRALIAN TRADE COMMISSIONER
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SINCE 1968, DOING NOT ONLY BIENNIAL SOLO SHOWS BUT

ALSO REGULAR PROMOTION FOR AUSTRALIAN SHOWROOM (READ TRADE CENTER). IN 1972 LEXINGTON WON PRESTIGIOUS ANVIL AWARD FROM PUBLIC RELATIONS SOCIETY OF THE PHILIPPINES FOR MOST OUTSTANDING PROMOTIONAL PROJECT (PRIVATE SECTOR) AS RESULT OF ITS WORK ON AUSTRALIAN TRADE SHOW. AUSTRALIAN TRADE AND PRESS OFFICIALS REGARD LEXINGTON HIGHLY.

5. USEM HAS NEGOTIATED BOWNWARD LEXINGTON'S BID FROM P18,000 TO P15,000 -- PRINCIPALLY THROUGH DELECTION OF SUPERVISION OF PRINTING WHICH WE WILL ENTRUST TO USIA RSC.

6. EMBASSY AND USEM THEREFORE RECOMMEND THAT MARKET PROMOTION CONTRACT BE AWARDED TO LEXINGTON AND REQUEST AUTHORIZATION TO SIGN CONTRACT SOONEST.
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